



Roanoke, Virginia

Presentation of Arts Market Study Findings // April 2024

**RIVERDALE
SOUTHEAST, LLC**



Established in 1979, **Artspace** is a national nonprofit real estate developer and consultant for the arts. A leader in the creative placemaking field. Based in **Minneapolis** with offices in New York and Washington D.C.

58 projects in operation in 38 cities and 1 tribal reservation in 21 states + DC



Artspace Mt. Baker Lofts // Seattle, WA

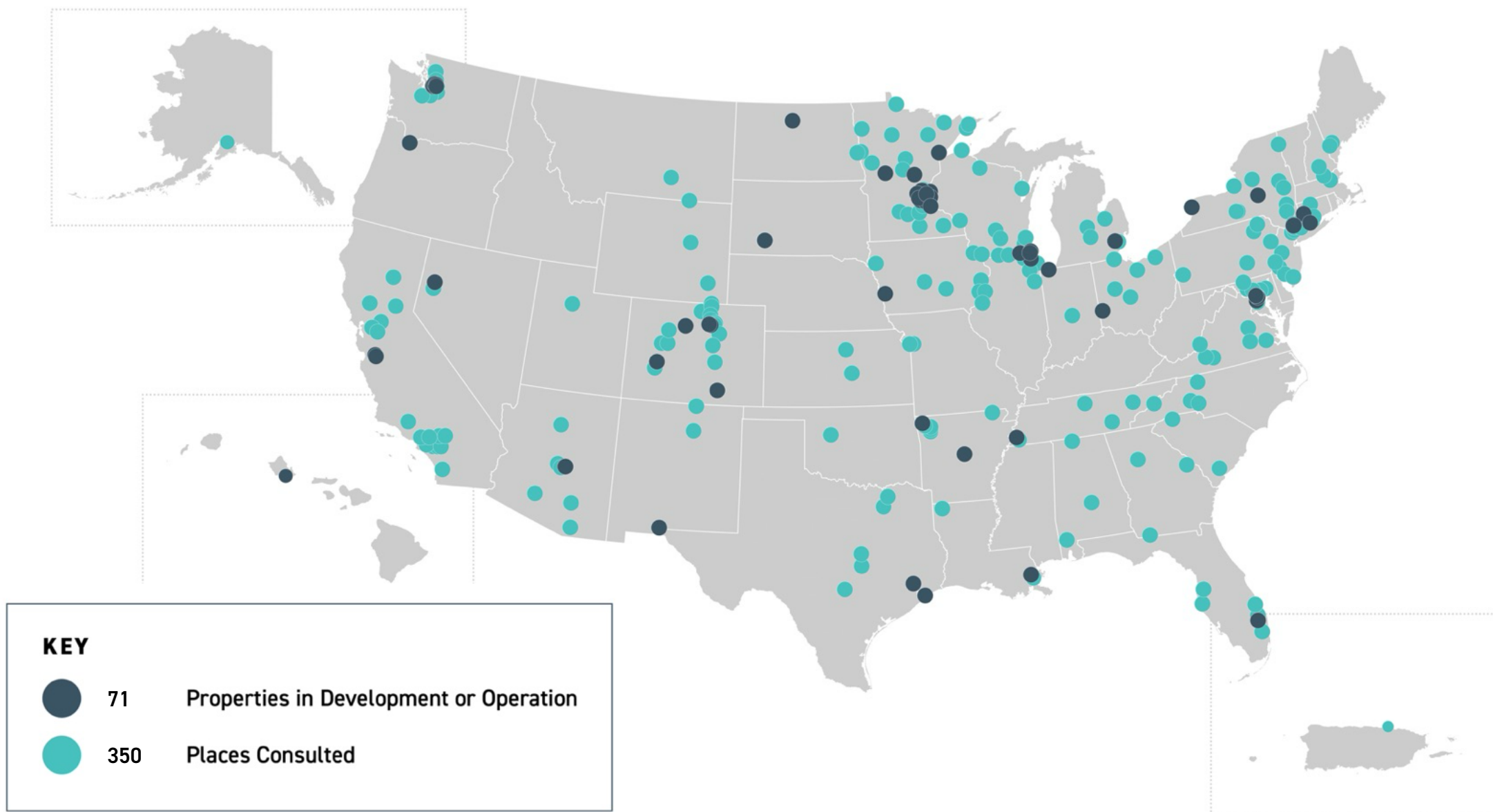


Artspace Hastings River Lofts // Hastings, MN



City Hall Artspace Lofts // Dearborn, MI

ARTSPACE'S NATIONAL INFLUENCE



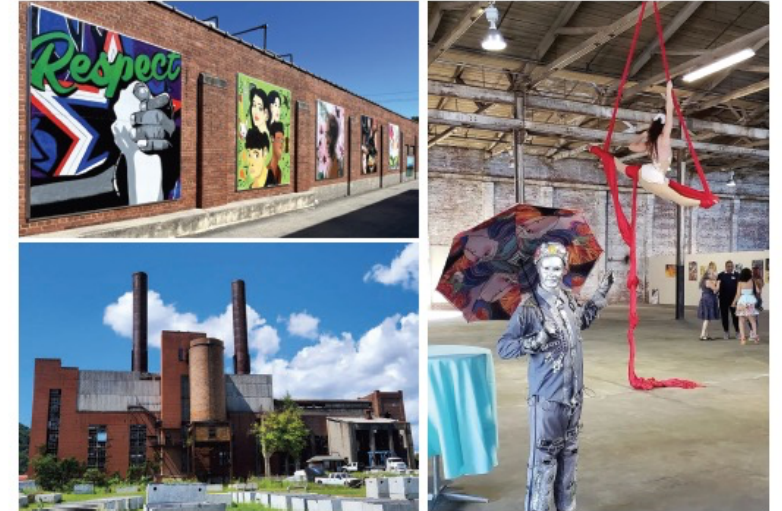
artspace

Path to an Artspace Project

1. Preliminary Feasibility Study (June 2023-January 2024)
2. Arts Market Study (January-April 2024)
- 3. Presentation of Findings (April 2024)
4. Predevelopment (TBD)

PRELIMINARY FEASIBILITY STUDY

Roanoke, Virginia | January 2024



Cover Photos (From Upper Left): "Walls that Unite" Installation of Murals Dubbed the "The Grandin Village Art Walk," Aerialist Lynsey Wyatt and Tinman Performer Hans Moore at Artspace's Public Meeting, Riverdale Building 13 // Photo Credits: Roanoke Arts and Riverdale Southeast, LLC



**RIVERDALE
SOUTHEAST, LLC**

Prepared at the request of Ed Walker and Riverdale Southeast, LLC

Many Thanks to The Feasibility & Market Study Core Groups!

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PEDRO SZALAY	Southwest Virginia Ballet, Artistic Director
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PRELIMINARY FEASIBILITY STUDY FINDINGS

What Did Artspace Learn?

- **Roanoke's rich creative sector** is characterized by a broad range of disciplines, backgrounds, career stages, and scale
- **Riverdale campus** presents the opportunity for the arts to play a pivotal role in restoring the neighborhood and bridging the broader community
- **Dedicated community members and local leadership** are enthusiastic about making a project happen
- **Top community goals** that could align with a future Artspace project include **preserving affordability, addressing inequities & disparities, and anchoring an arts district**

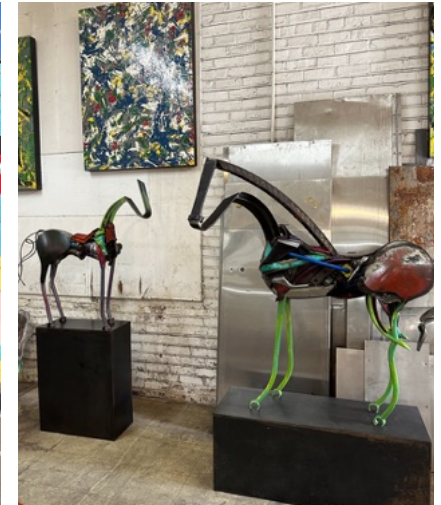


Community Assets Word Cloud from Public Meeting in September 2023

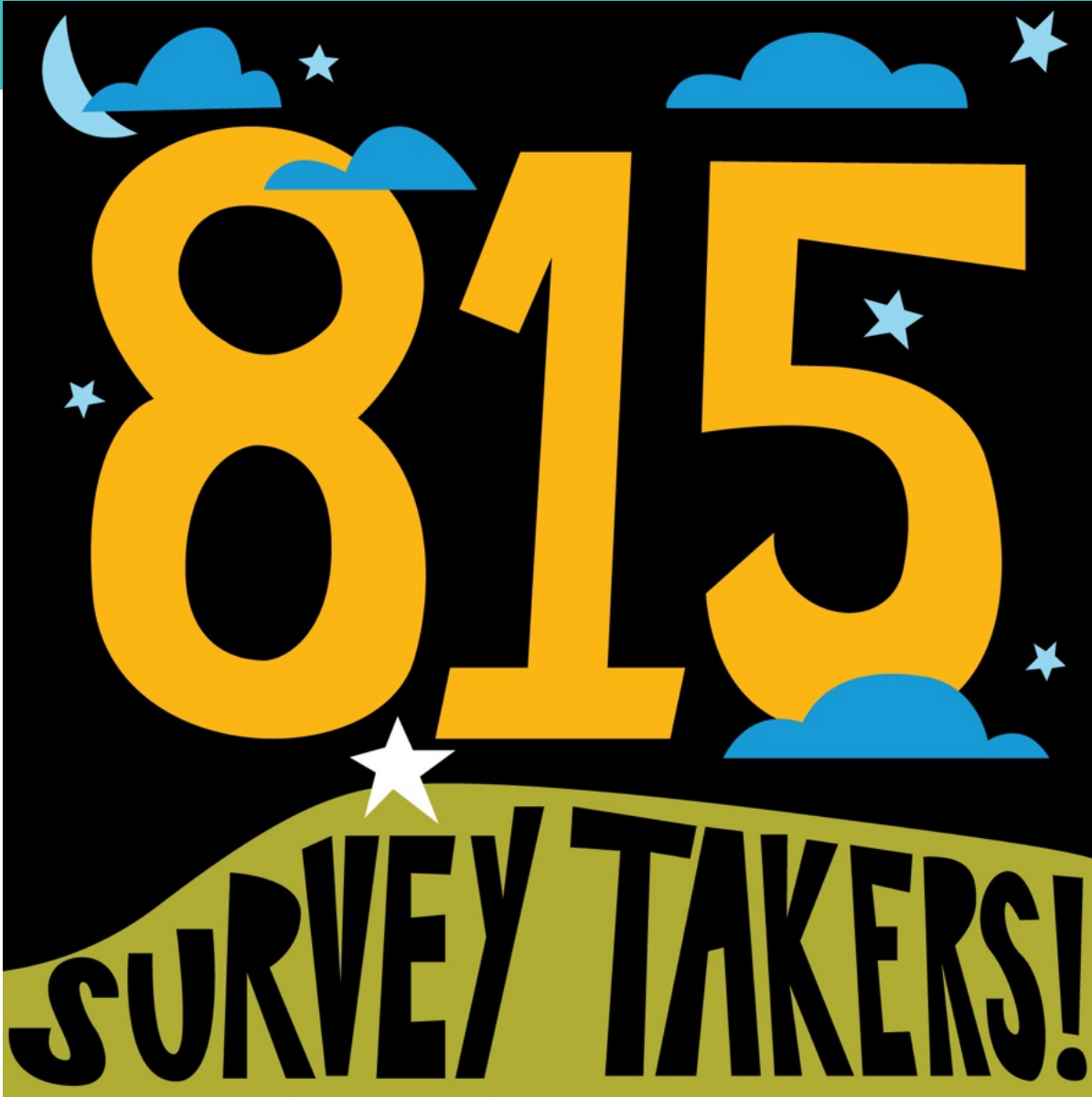
PRELIMINARY FEASIBILITY SPACE NEED ASSUMPTIONS

Testing the Assumptions:

- Affordable, mixed-use, creative space project concept in Roanoke
1. Affordable Artist Housing
 2. Private Studio Space
 3. Shared Creative/Makerspace
 4. Public Engagement/Community Space
 5. Performance/Rehearsal/Practice Space



Clockwise From Upper Left: Outside the City Market Building, "Katherine Devine" by Artist Gerald Hubert, Pieces from Artist Dave Wertz's collection "The Horses," Untitled Mural by Artist Andre Danger at Golden Cactus Brewing // Photo Credit: Artspace

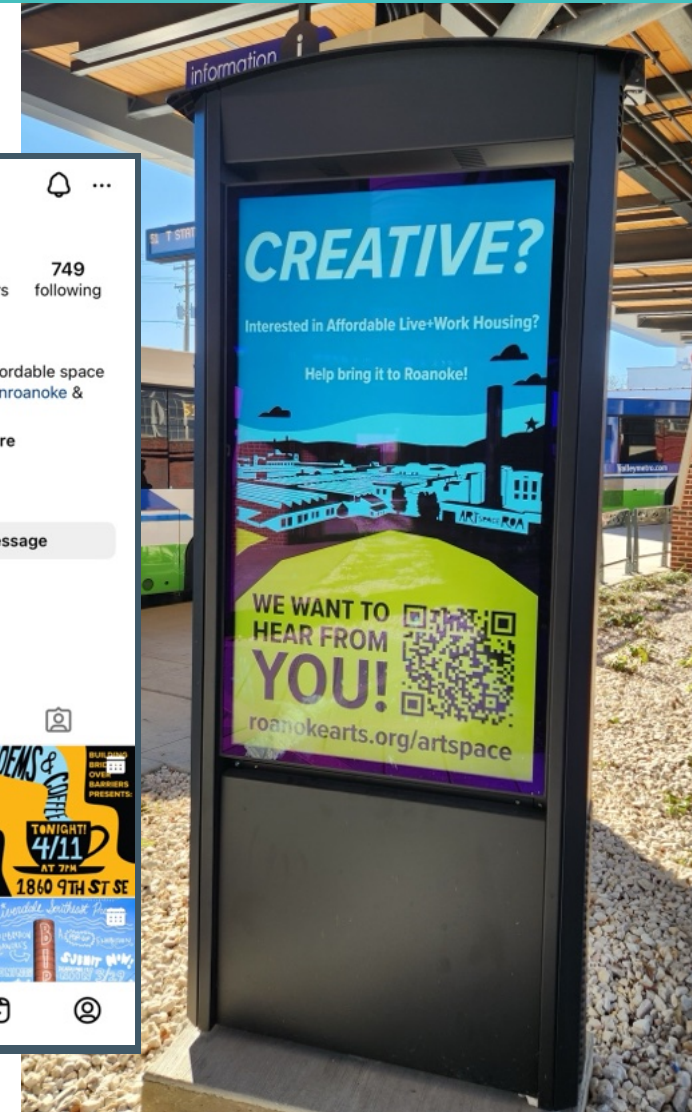
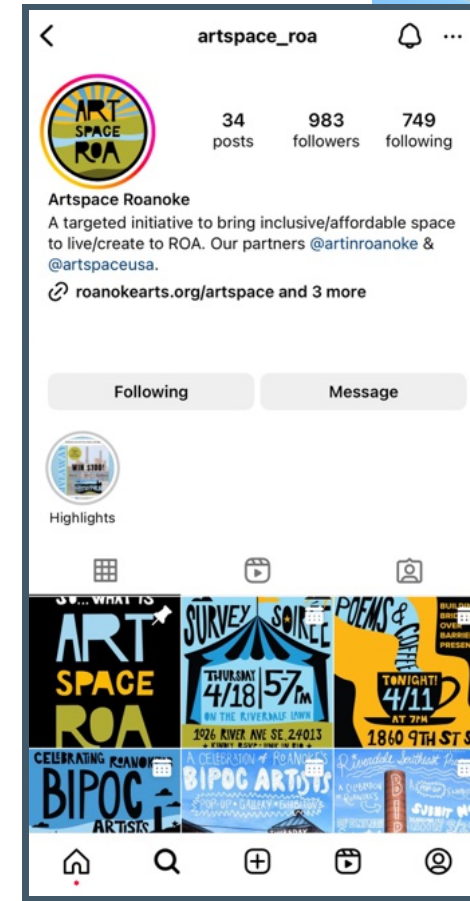


CONGRATULATIONS
on a tremendous
response!

OUTREACH METHODOLOGY

Survey live for 8 weeks via the Alchemer online platform
January 22–March 15, 2024

- Press coverage with Artspace, WFIR, Cardinal News
- Social media
 - Instagram (@artspace_roa)
 - Facebook
- Printed outreach including postcards, posters, buttons, palm cards and stickers
- Email outreach to list serves of arts organizations and Roanoke Arts Commission
- Unique methods included QR codes, Zoom info sessions, library survey taking stations, open mic nights, neighborhood association meetings, theater preview screen ads, and bus/transit station monitors



OUTREACH METHODOLOGY

Survey respondents indicated that they heard about the survey through the following means:

- Social Media – **313 (38.5%)**
- Friend/Colleague – **270 (33.2%)**
- Meeting/Event – **128 (15.7%)**
- Email or Newsletter – **125 (15.4%)**
- Postcard/Flyer – **99 (12.2%)**
- Other – **41 (5%)**
- Website – **23 (2.8%)**
- News Media (e.g. TV, radio, news article, etc.) – **23 (2.8%)**

Note: Respondents may have selected multiple options





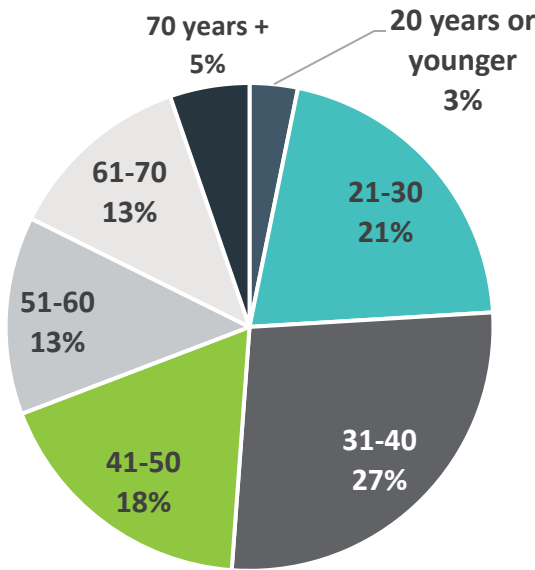
ARTS MARKET STUDY SURVEY RESULTS

WHO TOOK THE SURVEY? Of the 815 respondents...

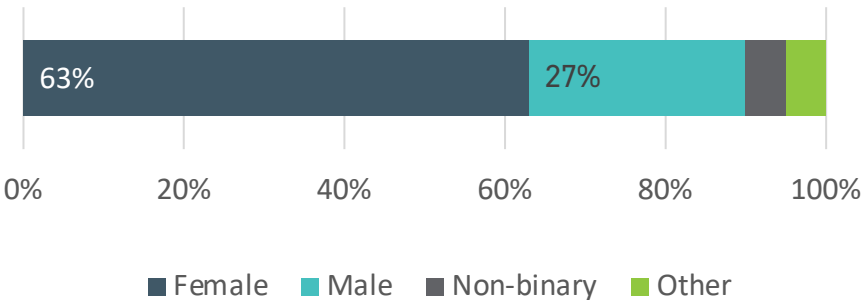


Respondent Race and Ethnicity		
White (non-Hispanic)	623	76.4%
Prefer not to answer/Not listed	68	8.3%
Black/African American	51	6.3%
Hispanic/Latinx/Latino/a	30	3.7%
Multiethnic/Multiracial	21	2.6%
Asian/Asian American	15	1.8%
Indigenous, American Indian, Pacific Islander	7	0.9%
Total	815	100%

Respondent Age



Respondent Gender



TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting, Drawing, Illustration, and Mixed Media – 32.3%
2. Crafts/Fine Crafts – 23.1%
3. Music (Vocal, Instrumental, Recording, Composition) – 20.5%
4. Writing/Literary/Book Arts – 15.7%
5. Photography – 15.7%

Note: Respondents could select up to 4 options

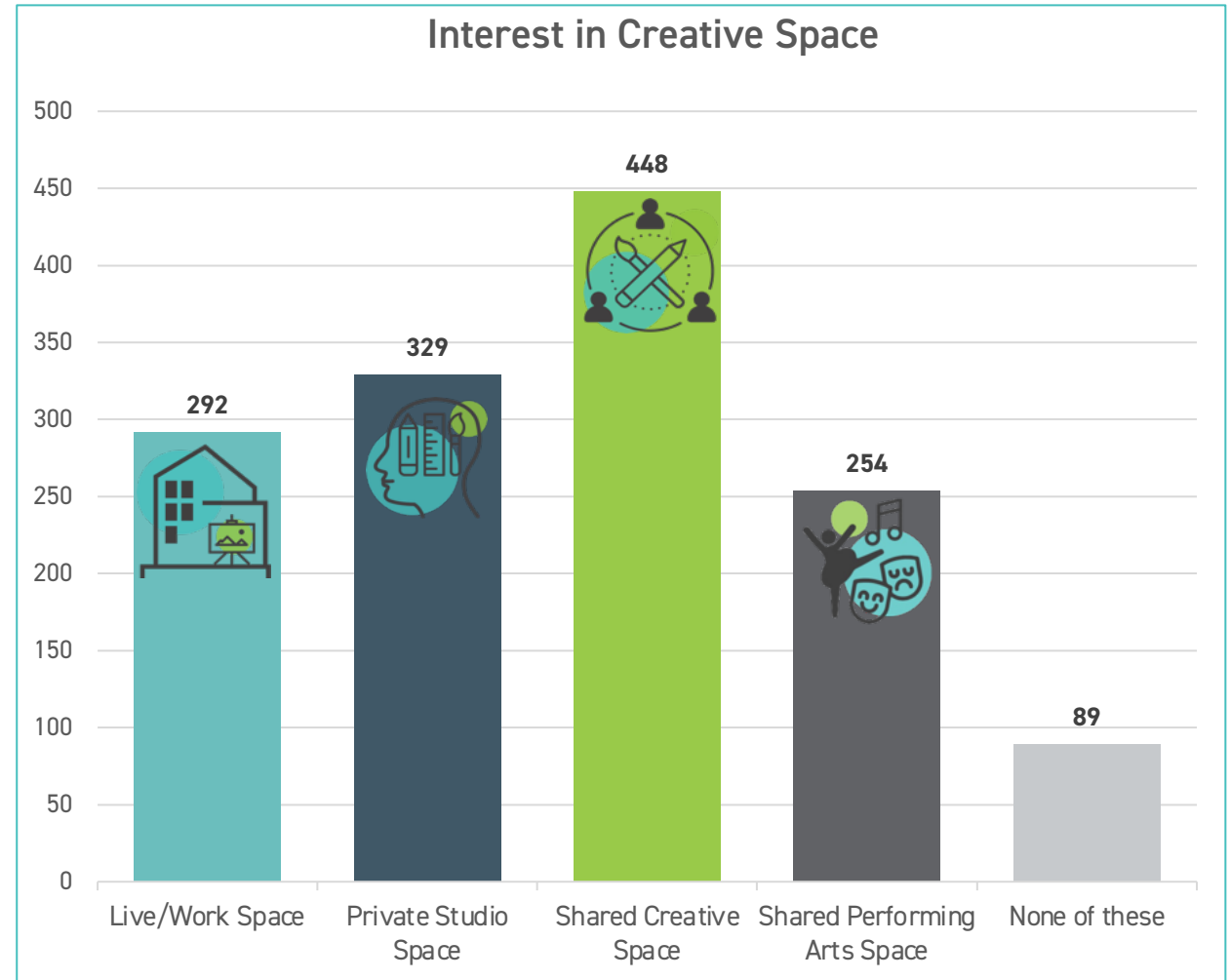


KEY FINDINGS



815 total individual respondents:

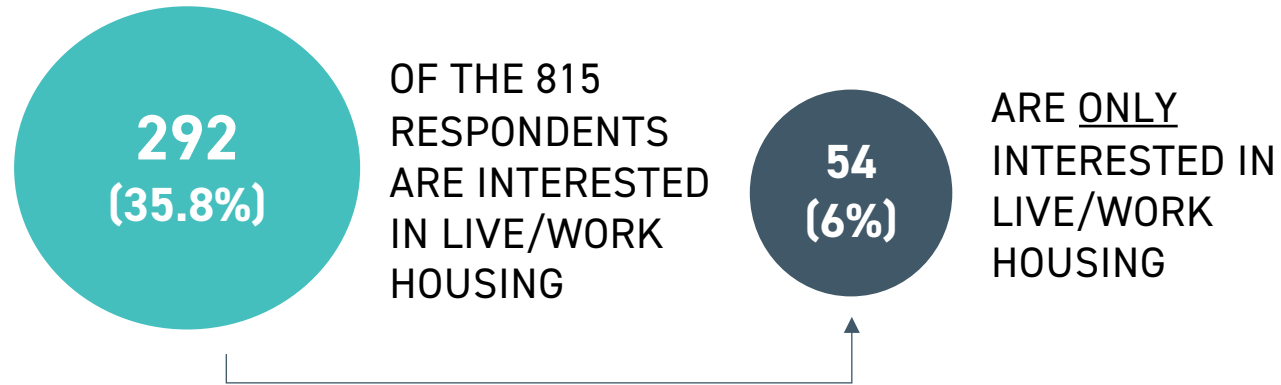
- 726 (89%) of respondents are interested in at least one creative space
 - **292 (35.8%)** are interested in relocating to **affordable artists' live/work housing**
 - **329 (40%)** are interested in **private studio space**
 - **448 (55%)** are interested in renting **shared creative space**



INTEREST IN LIVE/WORK ARTIST HOUSING



Total interested in affordable live/work housing



68% (177) of current Roanoke residents said they have considered leaving, but 90% of them would be encouraged to stay for this opportunity.

HOUSING TENURE

- **174 (59.6%)** Currently rent/lease their living space, a higher percentage than total survey respondents
- **75 (25.7%)** Own their space
- **43 (14.7%)** Neither rent nor own

HOUSEHOLD COMPOSITION

- One-Person – **114 (39%)**
- Two-Person – **120 (41%)**
- Three-Person – **28 (10%)**
- Four or More – **30 (10%)**

64% ARE 40 YEARS OF AGE OR YOUNGER

INTEREST IN LIVE/WORK ARTIST HOUSING

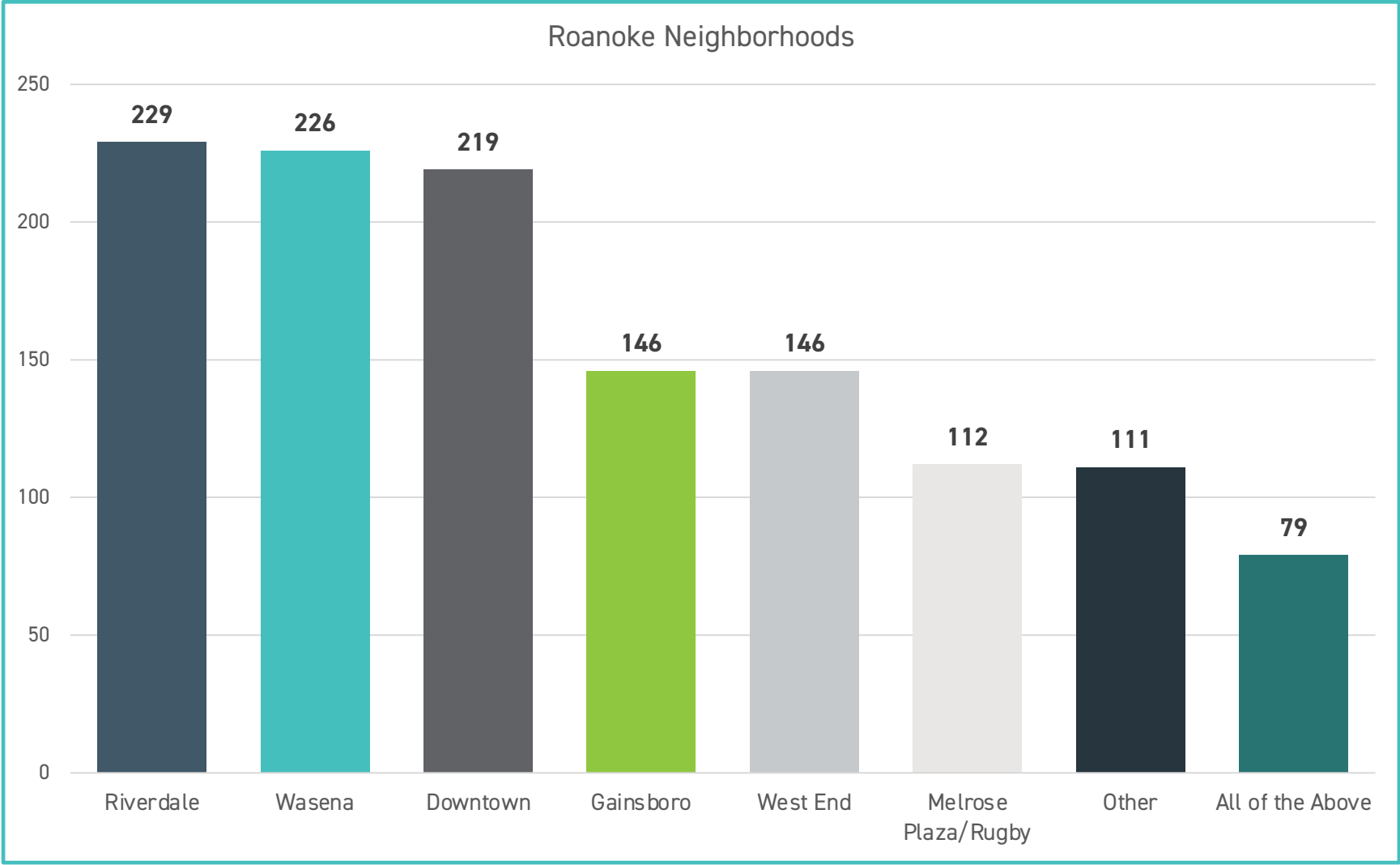


- **67.4%** reported ability to pay rents between \$500 - \$1,100 / month
- If built today, Artspace rents would look like:
 - Efficiencies – Starting at \$480
 - One-Bedrooms – Starting at \$514
 - Two-Bedrooms – Starting at \$617
 - Three-Bedrooms – Starting at \$713
- The U.S. Dept. of Housing and Urban Development (HUD) sets the maximum monthly rents that can be charged. These limits take into consider the local median income and are published yearly.

LOCATION INTEREST OF RESPONDENTS INTERESTED IN HOUSING



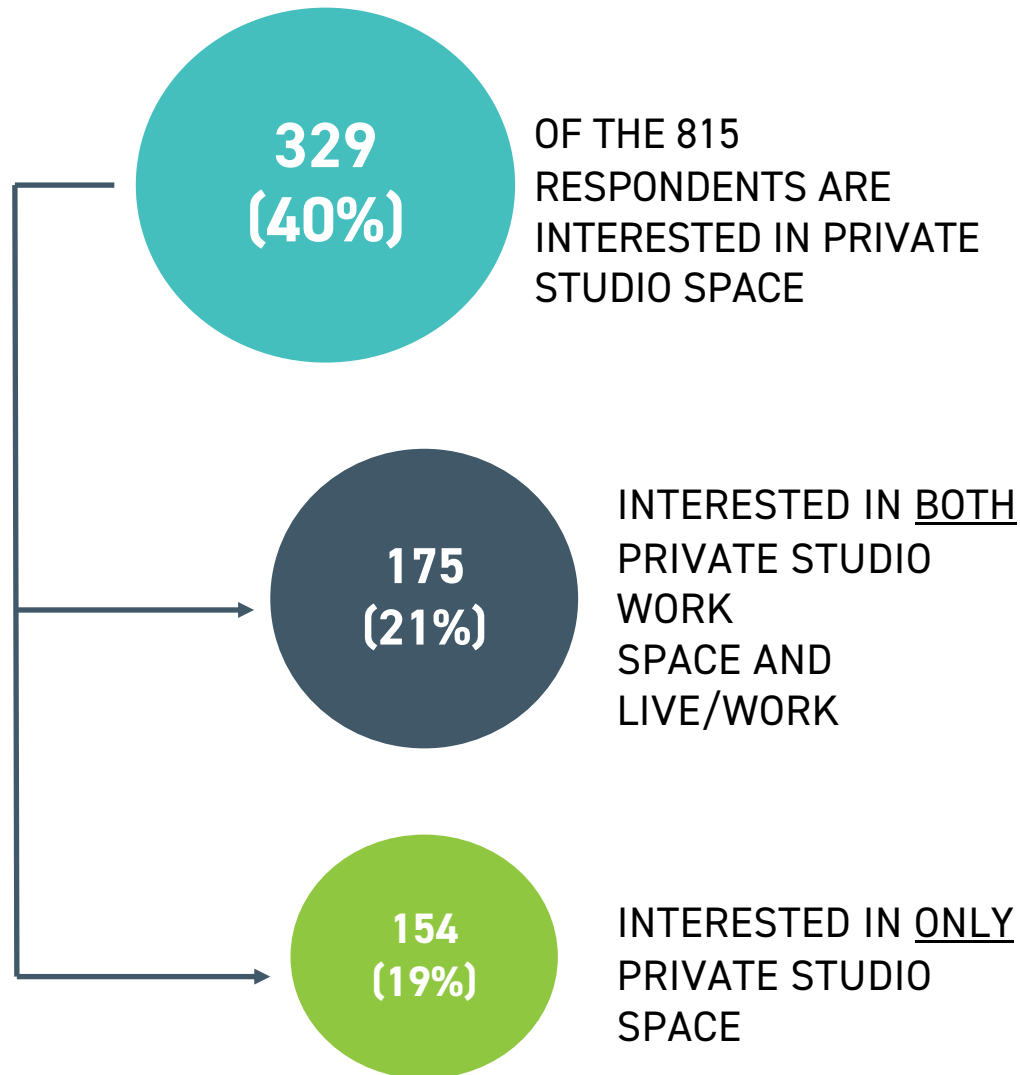
**78% OF RESPONDENTS
INTERESTED IN
HOUSING WOULD BE
INTERESTED IN
RELOCATING TO
RIVERDALE**



Note: Only asked of respondents interested in live/work housing. Respondents could choose more than one option.



INTEREST IN PRIVATE STUDIO SPACE



OF THE 329, **22%** DO NOT HAVE DEDICATED STUDIO/WORKSPACE

MOST REQUESTED PRIVATE STUDIO SIZE*

32% (204) would be served by 101-300 sq ft

**A variety of sizes are need in total*

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

(Respondents could choose up to 4)

1. Painting, Drawing, Illustration, Mixed-Media – **13.8%**
2. Crafts/Fine Crafts – **8.7%**
3. Music (Vocal, Instrumental, Recording, Composition) – **6.4%**
4. Photography – **6.9%**
5. Writing/Literary/Book Arts – **4.7%**

INTEREST IN SHARED CREATIVE SPACE



448
(55%)

OF THE **815**
RESPONDENTS ARE
INTERESTED IN
ACCESS TO SHARED
CREATIVE SPACE

- **Most needed space type**
- **Artspace recommends including shared creative space in any new multi-use facility.**
- Local program operators are critical to addressing this need and ensuring the success of any new shared creative space.

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

(Respondents could choose up to 4)

1. Painting, Drawing, Illustration, and Mixed Media – **11.7 %**
2. Crafts/Fine Crafts – **9.9%**
3. Fire Arts (Ceramics, Pottery, Glass, Metalworking or Smithing) – **6.3%**
4. Social Practice (Activism, Community Organizing, etc.) – **6%**
5. Photography – **5.3%**

MOST PREFERRED TYPE OF SHARED SPACES

(Respondents could choose up to 5)

- General Use Studio– **174 (11.6%)**
- Classroom/Teaching Space– **121 (8%)**
- Ceramics and/or Clay Studio– **113 (7.5%)**
- Gallery/Exhibition Space– **101 (6.7%)**

INTEREST IN SHARED PERFORMING ARTS SPACE



**254
(31%)**

OF THE **815**
RESPONDENTS ARE
INTERESTED IN
ACCESSING SHARED
PERFORMING ARTS
SPACE

Local program operators are critical to addressing this need.

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

(Respondents could choose up to 4)

1. Music - **36%**
2. Dance/Choreography - **26%**
3. Theater - **18%**
4. Social Practice - **17%**

MOST PREFERRED TYPE OF SHARED PERFORMING ARTS SPACE

(Respondents could choose up to 5)

- Rehearsal Space (Theater/Performance Art) – **96 (38%)**
- Theater/Performance Space (Blackbox/Flex)– **91 (36%)**
- Dance Studio Space –**89 (35%)**
- Permanent Theater/Performance Space (Stage/Seating)– **88 (35%)**
- Music Recording Studio – **83 (33%)**

WHAT IT ALL MEANS



- **Up to 67 affordable artist live/work housing units** for households qualifying at or below 80% of Area Median Income (AMI).



- **Up to 44 new private studio spaces** in addition to live/work. Fewer if shared and short-term private studio spaces are offered, more if live/work housing is not.
- **Affordability:** At least half priced at \$300 or less a month.
- Create mostly small and moderately sized studios; 100-500 square feet.



- For **shared creative spaces**, data supports a first phase of concept planning & financial testing of:
 - Shared Flex Space (General-Purpose, Multi-User)
 - Classroom/Teaching Space
 - Ceramics and/or Clay Studio/Kiln
 - Gallery/Exhibition Space





ARTSPACE RECOMMENDATIONS

HOW THIS INFORMATION CAN BE USED

- Inform an Artspace mixed-use project concept
 - Live/work housing for artists and their families
 - Shared amenities: e.g. gallery space, rehearsal space, music practice room, community garden
 - Affordable commercial space for arts organizations and creative businesses
- Share results with local building owners, developers, and space operators to carve out new space for the arts
- Share the data with policymakers and advocates of the creative sector



NEXT STEPS

What do we recommend?

- Identify predevelopment funding to advance an Artspace project at Riverdale
- Continue to invest in the creative community as a strategy for economic prosperity
- Create a bona fide arts district at the Riverdale campus to support public art initiatives, ensure affordability, and capacity-building programs for creatives
- Continue to engage creative sector voices broadly and deeply throughout the next planning phases



*"Be the Change" by Students of Patrick Henry High School's National Art Honor Society.
Located on the 1st Floor of the Municipal Building North // Photo Credit: Artspace*



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